

What is claimed is:

1. An isolated rpo B promoter element and  
homologues thereof for enhancing production of at least  
one exogenous protein of interest in plastids of plant  
cells, selected from the group of promoter elements  
encoded by SEQ ID NO: 1, SEQ ID NO: 9, and SEQ ID NO: 11.

2. An isolated atpB promoter element and  
homologues thereof for enhancing production of at least  
one exogenous protein of interest in plastids of plant  
cells, selected from the group of promoter elements  
encoded by SEQ ID NO: 2, SEQ ID NO: 4, SEQ ID NO: 6, and  
SEQ ID NO: 8.

3. An isolated clpP promoter element and  
homologues thereof for enhancing production of at least  
one exogenous protein of interest in plastids of plant  
cells, selected from the group of promoter elements  
encoded by SEQ ID NO: 3, SEQ ID NO: 12, SEQ ID NO: 13, SEQ  
ID NO: 14, SEQ ID NO: 15, SEQ ID NO: 16, SEQ ID NO: 17,  
SEQ ID NO: 18, SEQ ID NO: 19, SEQ ID NO: 20, SEQ ID NO:  
21, SEQ ID NO: 22, SEQ ID NO: 23, SEQ ID NO: 24, SEQ ID  
NO: 25, SEQ ID NO: 26, SEQ ID NO: 30 and SEQ ID NO: 31.

4. An isolated 16SrDNA promoter element and  
homologues thereof for enhancing production of at least  
one exogenous protein of interest in the plastids of  
plant cells, selected from the group of promoter elements  
encoded by SEQ ID NO: 28 and SEQ ID NO: 29.

5. A DNA construct for stably transforming the  
plastids of higher plants, comprising:

a) a transcription unit encoding at least one  
exogenous protein of interest;

b) a first NEP promoter and a second PEP

promoter in tandem, operably linked to said transcription unit; and

c) expression of said transcription unit being regulated by said promoters.

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6. A DNA construct according to claim 5, wherein said NEP promoter is clpP -111 and said PEP promoter is Prn-114.

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7. A DNA construct according to claim 5, wherein said NEP promoter is clpP-53 and said PEP promoter is Prn-114.